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Border Trade Alliance names Britton Clarke as new president

Trade advocacy group taps Clarke, a Capitol Hill veteran and respected industry expert to helm organization

WASHINGTON (APRIL 17, 2017) – The Border Trade Alliance, North America’s premier advocate for cross-border trade, has named Britton Clarke as the organization’s new president. In this role, Clarke will oversee the BTA’s daily operations, including the execution of its policy agenda at all levels of government, as well as membership development.

A seasoned government relations pro, Clarke is the founding principal of BC Consulting, LLC, a full-service government affairs and strategic consulting firm located in Washington, D.C. She brings to the BTA more than a decade of professional experience crafting and executing government relations and communication strategies that have aided elected officials, corporations and trade associations.

Her career stops have included leading the transportation portfolio for Nelson Mullins Riley & Scarborough, LLP; serving as vice president of legislative affairs for the American Trucking Associations; and as a senior staff member Rep. Henry Brown, Jr. of South Carolina.

“This is a pivotal time for our borders,” Clarke said. “The debate over trade generally and NAFTA specifically calls for an organization with the credibility and insight of the Border Trade Alliance to help policymakers craft solutions that enhance our economic competitiveness, modernize our trade agreements and strengthen our security. I am excited for this opportunity and I am grateful to the BTA’s board of directors and its member companies and communities. I am confident that together we will grow the BTA’s impact and influence.”

Joining Clarke is Jim Mullen, the principal of Jim Mullen Consulting. Mullen is the former executive vice president and general counsel of Werner Enterprises, Inc., one of the largest truckload carriers in the U.S., with offices in both Mexico and Canada, and several ports of entry in the US, including Laredo, El Paso and Detroit.



Mullen also has extensive advocacy experience on Capitol Hill, working closely with several congressional committees whose jurisdiction includes transportation and infrastructure issues, as well as having provided testimony to Congress on transportation issues.

Russell Jones, chairman of the BTA, welcomed Clarke and Mullen to the BTA team. Jones, who resides in Yuma, Ariz., is the president of R.L. Jones Customhouse Brokers, Inc., which maintains offices spanning from Los Angeles to Texas' Rio Grande Valley.

“My fellow board members and I are thrilled to have such outstanding professionals like Britton and Jim on board to take the BTA to the next level,” Jones said. “Their mix of policy and political expertise makes them the best individuals to carry out BTA’s agenda as we seek to ensure that North America remains competitive in a global economy.”

The new team has hit the ground running. Already in the planning stages is the BTA’s fourth annual daylong joint event with the Woodrow Wilson Center’s Mexico Institute. Slated for June 14, the *Building a Competitive U.S.-Mexico Border* conference will welcome leading trade voices from the U.S. and Mexico as panels and speakers explore the hottest topics in the binational relationship. Registration for the event is [now open](#).

Since 1986, the BTA has served as a grassroots, non-profit organization that provides a forum for discussion and advocacy on issues pertaining to the environment, border development, quality of life and trade in the Americas. A network of public and private sector representatives from the United States, Mexico and Canada, BTA's core values include a commitment to improving the quality of life of border communities through trade and commerce. The BTA is online at thebta.org and [@borderalliance](https://twitter.com/borderalliance).

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